R J Reynolds
Tobacco Company

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VM # 75822

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To: Manhattan Division Reps

Re: Meeting Topics

Below are some topics I feel need to be covered on where we have been on the Winston No Bull, where we need to go and what is happening in our market place and the division.

> Winston No Bull Launch:

Success Success Success Success Success
Product Availability Promotion Presence
You did it All!!!

> Winston No Bull:

-Continue to firm up **Retailers** ordering the product and filling displays.
-Ensure to maintain and grow distribution
-Consumer mission, attack all competitive smokers
(note on expense report store name pack was purchased if using cash)

> Additional Manpower:

Counterattack PM activity
-Sales Reps less monthly calls enable to attack PM proposals.
-Territory Reps less monthly calls enable to impact low volume quarterly calls with "Run and Gun" process.
(4 corners on a street, a newsstand on each corner, 50 cpw avg. per stand=200)
Each location 1 or 2 tray display low maintenance retailer maintains.
This is a true "Run and Gun" operation.
-Enables everyone time to sign up new calls.
-Salem Launch Project Person.

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> Sales Force 2000/Salem Meeting
- Tropicana Atlantic City
- Arrive 4-5:00 PM September 29th Manhattan Division only.
- Dinner TBD
- Tuesday Sept. 30th Sales Force 2000 background, accountabilities and vision.
- Tuesday night remaining region arrive and dinner is planned
- Wednesday October 1st Salem Meeting
- Depart for home around 3:00

> New Salem:
- Coming in October.
- During September coverage ensure to formulate plan to accommodate on displays.

> Volume/Contract Exceptions Report:
- All updates should be completed via computer or new contract and 7101 by 9/30.

> PM Exclusive/Lock Out Calls (that we want in)
- Sales Rep freq. should be A12 (all calls over 100 cpw)
- Territory Rep calls should be A12 or A04 between 60 and 99 cpw.
- Update week of 9/29 (October Coverage)

> Coverage
- 100% of quarterly calls completed between Aug. and Sept
- Remove/Send back all old graphics Winston

> Contracted Display Plan-o-grams
- Sales Reps complete remaining plan-o-grams and submit to R/R.

> Parking Violations
- All authorized tickets received must be paid within 10 days by the rep.
- Any tickets not authorized to be charged will be sent back to rep
- Reps will need to reimburse RJR for any tickets paid by PHH, not only the ticket but also the $15.00 fee (as of 6/1).

> Discounting/Spending
- We are still way below where we should be
- Evaluate your PGD budgets.
- Are they where they should be?
- What are some of the problems?

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> Office Closing

- The division office is now closed
- Address for any personal or business needs should be the ROU in Edison.
- Business numbers for retailers should be all voice mail including mine.
- Storage unit in basement of 435 Hudson.
- This is not an office, not a mailing address.
- Top priority for Joan, Randi and myself ship to location.
- All Reps may ship small quantities of supplies to location (must include "hold for name") Everyone MUST respect each others supplies.
- There will be **No One** to organize, clean, order supplies, remove cardboard, take out garbage ect. ect. ect. you must do it yourself!!!!
- All Reps will have a key.
- A phone and fax line will be installed for business use, not for faxing prebooks.
- **No one for any reason should visit this location more than once per week!** This is not a location to start off your Monday's, do expense reports, paperwork, call retailers, have lunch, meet, talk ect. ect.
- This is a **STORAGE UNIT.**
- **If this storage area gets abused it will be eliminated!**

> Queens Office

- I am sure you can all agree, the Queens division has done an excellent job on work orders.
- This is **OUR** new division office.
- All allocations will be shipped to this office.
- Mail boxes will be set for all reps.
- The Queens division does a great job maintaining the warehouse. Ensure to utilize this important facility. All supplies are there for you to utilize.
- Items running low or are in need of ensure to communicate with Lewis.

> APD Displays

-We need to have placements

> Ordering To Stores/Camel Supertier

- If we do not use the Camel PDI we will loose it

If you have any questions, please let me know.

Sincerely,

Charlie DiBenedetto

cc. Mark Young

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